

Town of East Windsor
News Release
For Immediate Release

Format

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TOWN OF EAST WINDSOR SPONSORS SMALL BUSINESS PASSPORT PROGRAM FOR THE SECOND YEAR

East Windsor, CT – The Town of East Windsor is now accepting applications from restaurants and retail establishments in the community to participate in the second annual Small Business Passport Program. This program is open to any non-franchise restaurant and retail business in East Windsor, with the intention to generate added interest in a “buy local” attitude.

“Last year the Town of East Windsor sponsored a successful Small Business Passport program aimed at encouraging people to support businesses in our community,” said First Selectman Jason E. Bowsza. “We are once again looking to showcase businesses in our community and build a “buy local” attitude by hosting the 2023 East Windsor Buy Local Passport program.”

The program is intended to be specific to East Windsor-based restaurants and retail establishments, including area farm stands. This year the passport program will run from mid-June through the end of August, to run concurrently with Parks and Recreation’s Summer Concert Series to maximize exposure to the program.

Purchases made at local participating businesses will be eligible for a passport sticker. Qualifying passports returned to Town Hall at the end of the program will be eligible for a cash prize drawing, sponsored by the participating businesses.

Completed passports must be returned to the Office of the First Selectman, Town Hall, 11 Rye Street, Broad Brook by noon on September 1, 2023. Prize drawing will be held at the Board of Selectmen meeting on September 7, 2023.

Businesses interested in participating should reach out to Jennifer Sanchez at jsanchez@eastwindsorct.com no later than May 17, 2023.

“We recognize that small businesses are the backbone of our local economy. By supporting them, we are also supporting our own local taxpayers and maintaining our tax base. It is hard to be successful in business, and this is one way that the town can help ensure that East Windsor continues to be a good place to live, work and do business.”

For more information, please contact the Office of the First Selectman – (860) 623-8122.

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